

SGF Healthy Living Programme -Guidance for Promoting Produce



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Guidance for the Scottish Grocers Federation Healthy Living Programme - Foods suitable for promotion

1. BACKGROUND

The Scottish Grocers Federation (SGF) Healthy Living Programme was established in 2004 by the Scottish Government to encourage the sale of fruit and vegetables through convenience stores. These local stores provide shoppers with an important and easy way of topping up with fresh produce, especially for those on lower incomes or without a car.

The programme is still going strong today, delivering increased sales of 4 to 6% during the last 3 years thanks to materials and training to help retailers improve the presentation and promotion of fruit and vegetables.

There are now over 1,200 stores who have joined the Programme with the majority in low income areas.

The SGF and Scottish Government recognise, however, that beyond fruit and veg, a much broader range of healthier produce needs to be promoted if we are to improve the Scottish diet.

This guidance is designed to help retailers decide what foods they can promote through the Healthy Living Programme and how to do it.

These foods support the **Scottish Dietary Goals** which were developed with assistance from the Food Standards Agency in Scotland and can be found on the Scottish Government website¹. These goals will help to improve the nation's diet and in so doing help prevent obesity and a range of diseases including type 2 diabetes and heart disease.

¹ <http://www.scotland.gov.uk/Topics/Health/Healthy-Living/Food-Health>

2. FOOD AND DRINKS ALLOWED FOR PROMOTION

Details of products which SGF Healthy Living Programme retailers may promote using Programme materials are given below in Table 1. Most of the foods and drinks included in this table support more than one Scottish Dietary Goal.

Criteria are set out for certain products to ensure that promotions included in the programme do not increase intakes of sugars, fats or salt. For example, the list encourages retailers to promote bread as it is a great replacement for high fat and sugary foods with starchy foods. However, it is equally important that the salt content of bread is capped.

If you are unsure about any of the criteria, you should contact the Healthy Living Programme for assistance.

Table 1: Foods and drinks supporting the Scottish Dietary Goals

PRODUCTS FOR PROMOTION	
Please note:	
The definition of 'plain' as applied to these products means unflavoured and unseasoned products and excludes all products with additions, such as cheese or olives to bread, oil to rice or noodles and syrup to tinned fruit. However, 'ready to heat' plain versions of products could be included, e.g. microwaveable rice or straight-to-wok noodles, as well as ready prepared items such as pre-chopped plain fruit and vegetables.	
All products included in promotions must meet the criteria set out below.	
Products	Criteria
Bread	Plain varieties, including 50/50 or added wholegrain breads. Includes all bread and rolls: i.e. all pre-packed, part-baked and freshly baked (including retailer in-store bakery) white, brown, 50:50, wholegrain, malted grain and wholemeal bread or rolls including seeded products; French bread. In addition, products must meet FSA salt targets: <ul style="list-style-type: none">• ≤1g salt PER 100g• (or ≤400mg sodium per 100g)

Potatoes, sweet potatoes, yam and plantain	All plain, fresh or tinned (with no added salt) varieties
Rice	Plain, includes all unflavoured rice (dried, cooked, frozen, pouched, etc)
Pasta and noodles	Plain, includes dried, fresh, canned, frozen pasta and noodles
Rolled oats, oatmeal and barley	Plain
Breakfast Cereals	Low sugar: $\leq 5\text{g}$ sugar per 100g FSA salt target: $\leq 0.68\text{g}$ salt per 100g
Couscous, polenta, bulgar wheat and quinoa	Plain
Maize and cornmeal	Plain
Oven chips and other potato products	Low fat: $\leq 3\text{g}$ fat per 100g Low saturated fat: $\leq 1.5\text{g}$ saturated fat per 100g Low salt: $\leq 0.3\text{g}$ salt per 100g
Fresh fruit and vegetables	All plain, fresh varieties including peeled and chopped fresh vegetables or prepared fresh fruit and vegetables.
Canned fruit	No added sugar/syrup
Canned vegetables	No added salt or sugar
Frozen fruit and vegetables	No added sugar or salt
Beans and Pulses	Dried, frozen and canned without sugar or salt
Baked Beans	Low sugar: $\leq 5\text{g}$ sugar per 100g FSA salt target: $\leq 0.63\text{g}$ salt per 100g
Salmon, mackerel, sardines, tuna and other oil rich fish	Fresh and frozen
Salmon, mackerel, sardines and other oil rich fish.	All canned varieties (excluding canned tuna)
Yoghurt	Plain or flavoured products that contain: Low fat: $\leq 3\text{g}$ fat per 100g $\leq 10\text{g}$ sugar per 100g
White fish	Only plain, fresh or frozen varieties with no crumbs, batters or sauces may be included.
Lean white meat e.g. chicken and turkey	Only plain, fresh or frozen varieties with no skin and no crumbs, batters or sauces may be included.
Plain mycoprotein and textured vegetable protein meat substitutes, e.g. tofu	Only plain varieties, chilled or frozen, no batters, crumbs or sauces may be included
Water	Plain only, without flavourings
Milk	Semi skimmed, 1% and skimmed only
Fruit Juice	Unsweetened

COMPOSITE FOODS

Please note to support the Scottish Dietary Goals relating to calories (energy density) and / or red meat:

- No processed meat products such as burgers, sausages, bacon, ham, salami, kebabs, pies/ pastries or battered products may be included.
- No pizza may be included.

All composite products included in promotions must meet the criteria set out below. More information on Front-of-Pack labelling can be found online².

Products	Criteria
Sandwiches, wraps, filled rolls, baguettes	Calorie cap: ≤400kcal/serving salt: ≤1.5g/serving
Prepared salad dishes e.g. pasta, rice and cous cous salads	Must meet green/amber Front-of-Pack labelling criteria. No red permitted. Must also be ≤ 225kcal per 100g
Heated takeaway dishes	Must meet green/amber Front-of-Pack labelling criteria. No red permitted. Must also be ≤ 225kcal per 100g
Ready meals	Must meet green/amber Front-of-Pack labelling criteria. No red permitted. Must also be ≤ 225kcal per 100g
Heated soup	salt: ≤1.2g/serving

² <http://www.eatwellscotland.org/foodlabels/trafficlights/index.html>

MEAL DEALS

Table 2 sets out some of the items suitable for promotion which may be combined to create 'meal deals', eaten out-of-home or school and which support achievement of the Scottish Dietary Goals. These are suggestions and do not comprise an exhaustive list. The items featured in the meal deals must meet the criteria set out in table 1. The principles of the meal deals are:

One of the following main items:

- Sandwich
- Prepared salad dish e.g. pasta, rice and couscous salads
- Heated soup*
- Heated takeaway dish**

+ one or two of the following additional items:

- Portion (at least 80g) of fresh fruit or vegetables
- Heated soup*
- Bottled water, 200ml serving of reduced fat milk or 200ml serving of unsweetened fruit juice
- Yogurt (no more than 150g serving)

* Heated soup appears as both a main item and as an additional item to provide some flexibility.

**Caterers and retailers are encouraged to think creatively about providing heated takeaway dishes with a carbohydrate base such as potatoes, pasta, stovies or stews, which meet the criteria set out in Table 1.

Table 2: examples of 'meal deal' combinations for lunchtime promotion

Main item	Combination
Sandwich	<ul style="list-style-type: none"> • sandwich (calorie cap: ≤400kcal/serving, salt: ≤1.5g/serving) • portion (>80g) of fresh fruit • 200ml reduced fat milk
Salad	<ul style="list-style-type: none"> • salad (must meet green/amber Front-of-Pack labelling criteria with no red permitted and must also be ≤ 225kcal per 100g) • bottled water • 150g yogurt
Soup and sandwich	<ul style="list-style-type: none"> • soup (salt: ≤1.2g/serving) • sandwich (calorie cap: ≤400kcal/serving, salt: ≤1.5g/serving)
Takeaway dish	<ul style="list-style-type: none"> • takeaway dish (must meet green/amber Front-of-Pack labelling criteria with no red permitted and also be ≤ 225kcal per 100g) • 200ml unsweetened fruit juice

3. USE OF PROMOTIONAL MATERIALS

The SGF Healthy Living Programme provides a range of materials to help promote the products in this guidance. These include two sizes of stands so that retailers can choose what best fits the store. The Programme also uses chiller units which are subsidised for use by members. Finally, the Programme produces a broad range of branded in-store materials including shelf strips, wobblers, signage and recipe leaflets.

All materials are designed to stand out in-store and feature the Healthier Scotland brand. Examples of templates available for use in the creation of leaflets featuring produce is shown in chapter 4.

When creating or using any Healthy Living Programme materials to promote produce, retailers:

1. Should only use foods from the tables in this guidance;
2. Can use branded as well as unbranded produce;
3. Could speak to their suppliers to source produce that meets the criteria in this guidance;
4. Should only use phrases from tables 3 and 4 below³; and
5. Should use materials to promote a range of produce or categories rather than individual products.

Table 3: General Statements permitted in the Healthy Living Programme

Phrase
Breakfast – A great way to start the day
Fruit and Vegetables – Get on your way to 5 a day
Starchy Foods – Helping you to eat well
Making Lunch? - Helping you to eat well
Lunchtime – Grab one of these deals
Dinnertime – Try one of these recipes
Dinnertime – Enjoy a meal together

³ This is to help avoid making health claims under EU Regulations (Regulation 2006/1924)

Table 4: Specific Product Statements permitted in the Healthy Living Programme

Phrase
Frozen is as good for you as fresh
Low fat yoghurt helps cut saturated fat
Low fat milk helps cut back fat
Unsweetened fruit juice counts as one portion of your 5 a day
Fresh, frozen and tinned fish all contain vitamins and minerals.
Fruit and veg all contain vitamins and minerals
Check food labels before you buy and choose those containing less salt
Adding chopped fruit to your breakfast cereal counts towards your 5 a day
Adding vegetables to pasta sauces counts towards your 5 a day
Breakfast is a good way to start the day
Try lower fat milk
Lower fat milk is always an option
Water is always an option
Fruit is always an option



4. EXAMPLES OF SIGNAGE AND FORMAT

Below is an example of the sort of format that can be adopted through the SGF Healthy Living Programme. Image A shows a Programme branded leaflet template, though something similar could be adopted for a stand.

IMAGE A – EXAMPLE LEAFLET TEMPLATE

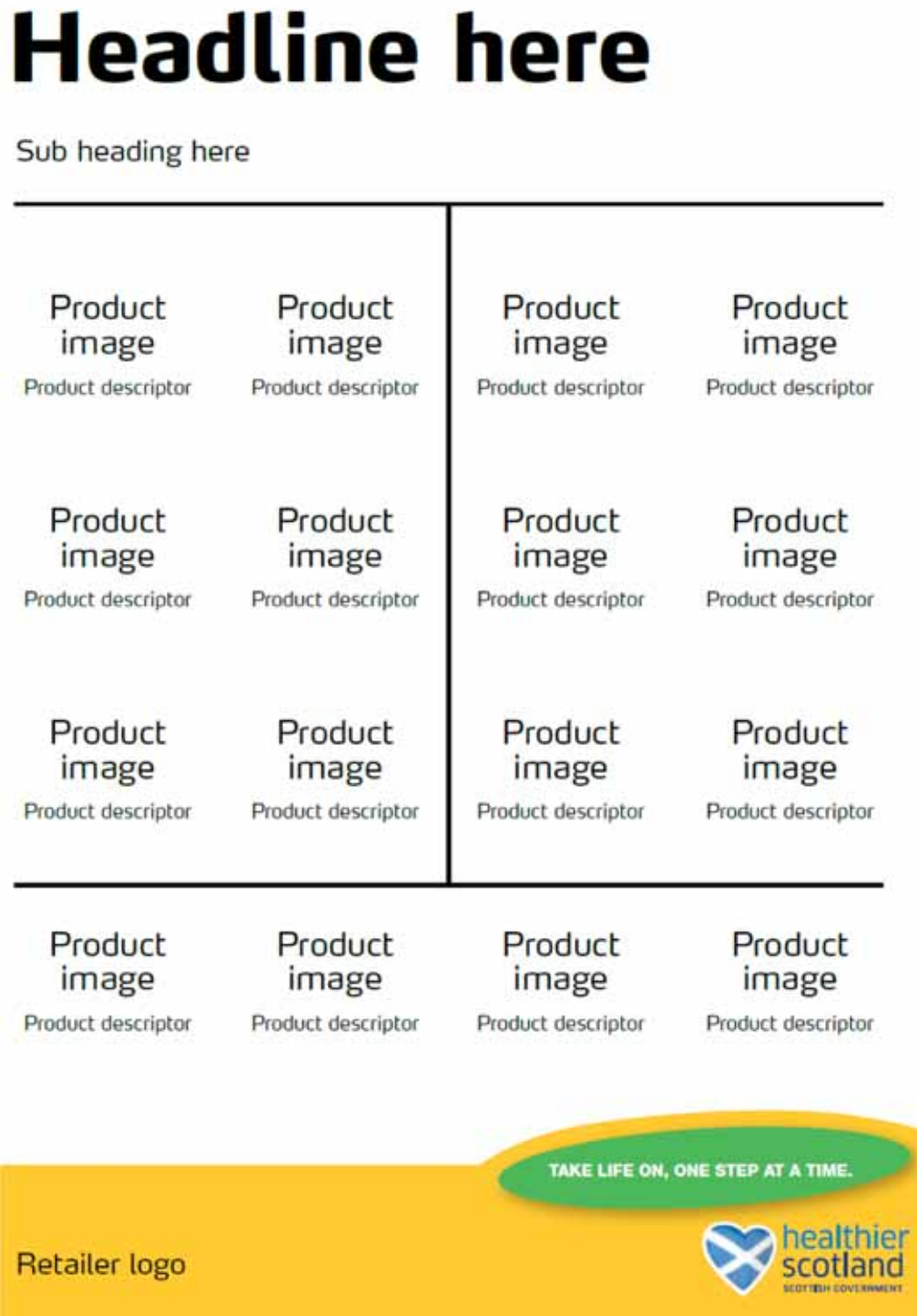


IMAGE B – EXAMPLE MEAL DEAL TEMPLATE

Lunchtime

Grab one of these deals



TAKE LIFE ON, ONE STEP AT A TIME.

Retailer logo



5. FURTHER INFORMATION

For more information about the SGF Healthy Living Programme including how to join or to receive advice or a visit, you should go to:

<http://www.scottishshop.org.uk/sgfhlp> or call 0131 343 3300.

For more information about the Scottish Government's policies on food and health, go to: <http://www.scotland.gov.uk/Topics/Health/Healthy-Living/Food-Health>





**The Scottish
Government**
Riaghaltas na h-Alba

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